

HM launches road shows, plans to launch of new vehicles, GoaOnWheels, July 17

Hindustan Motors, India's pioneering car company, launched road shows that shall cover West Bengal, Assam, Orissa and Bihar, signaling the imminent launch of new vehicles. More such shows are in the offing all over the country.

HM road shows the first step towards early launch of new commercial vehicles.



Official Press release

The multi-billion-dollar CK Birla Group automobile major Hindustan Motors Ltd. today launched road shows that shall cover West Bengal, Assam, Orissa and Bihar, signaling the imminent launch of new vehicles. More road shows will be launched soon in Tamil Nadu, Gujarat, Maharashtra, central and north India.

The road shows launched today from the country's oldest car company's Uttarpara plant in Hooghly will be showcasing different variants of the iconic Ambassador and HM's relatively new product HM Winner 1.5 XD PLUS, a light commercial diesel vehicle, in the four eastern and north-eastern states during the next 15 days. The initiative is also aimed at increasing customer awareness about Hindustan Motors' existing and forthcoming products.

The company's Managing Director, Mr. Manoj Jha, stated, "Hindustan Motors has opted for a multi-pronged strategy which will witness consolidation and expansion of existing products like Ambassador and Winner and almost simultaneous introduction of new vehicles in the current quarter. We intend to grow our bouquet of offerings. The focus on auto components is being sharpened further. The vehicle armouring unit is being rejuvenated. Research and design has been imparted a new fillip. We need to deal both with the present and the future."

Lively road shows have been planned to target prospective buyers and general public. Show anchors and Hindustan Motors managers will make use of quizzes, lucky dips and interesting games to provide useful and also some hitherto unknown pieces of information about the company and its vehicles.

The East-North East road shows will cover different locations in Durgapur, Asansol and Siliguri in West Bengal, and Guwahati in Assam. Locations in and around Bhubaneswar, Puri, Sambalpur and Bargarh will be covered in Orissa. Bihar shall witness HM road shows in Patna, Hazipur and nearby areas.

About Hindustan Motors Limited

Hindustan Motors Limited, the flagship venture of the multi-billion dollar CK Birla Group, was established during the pre-Independence era at Port Okha in Gujarat. Operations were moved in 1948 to Uttarpara in district Hooghly, West Bengal, where the company began the production of the iconic Ambassador. Equipped with integrated facilities such as press shop, forge shop, foundry, machine shop, aggregate assembly units for engines, axles etc and a strong R&D wing, the company currently manufactures the Ambassador (1500 and 2000 cc diesel, 1800 cc petrol, CNG and LPG variants) in the passenger car segment and light commercial vehicle 1-tonne payload mini-truck Winner (1500 cc diesel) at its Uttarpara plant.

The first and only integrated automobile plant in India, the Uttarpara factory, popularly known as Hind Motor, also manufactures automotive and forged components.

The armouring division under Hindustan Motors Finance Corporation Ltd., a fully owned subsidiary of HM is also based out of the Uttarpara plant. It is one of the leading bullet-proof fabricators for Ambassador cars and Mitsubishi Pajeros.

The company also has operations in Pithampur near Indore in Madhya Pradesh where it produces 1800 cc CNG variant of Winner. Hindustan Motors has technical collaboration with Mitsubishi Motors Corporation of Japan and, under this license, produces premium passenger cars viz. Pajero, Cedia, Montero, Outlander, and EVO X at its third plant situated at Tiruvallur near Chennai in Tamil Nadu.

Hindustan Motors is committed to core values of quality, safety, environmental care and holistic customer orientation.

<http://goonwheels.com/2011/07/17/hm-launches-road-shows-plans-to-launch-of-new-vehicles/>